

WHAT IS CLAIMED IS:

1. A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, in contents comprising digital data, the method comprising the processes of:

increasing a strength of the digital watermark forcefully during a predetermined time period at a beginning of the digital watermark corresponding to the contents; and

10 embedding the digital watermark in the contents.

2. The digital watermark embedding method according to claim 1, wherein

15 the process of increasing the strength sets the strength of the digital watermark to a constant value during said predetermined time period.

3. The digital watermark embedding method according to claim 1, wherein

20 the process of increasing the strength increases the strength of the digital watermark during said predetermined time period up to a predetermined magnification with respect to the strength in the other time period.

25 4. The digital watermark embedding method according to claim 1, wherein

the process of increasing sets the strength of the digital

watermark during said predetermined time period to a predetermined value obtained by adding a constant value to the strength in the other time period.

5           5. The digital watermark embedding method according to claim 1, wherein

the process of embedding the digital watermark embeds the digital watermark in the contents such that an output timing of the beginning of the digital watermark is prior to a beginning of the contents.

10           6. A digital watermark embedding apparatus for embedding a digital watermark, which is a signal generated according to specific rules, in contents comprising digital data, the apparatus comprising:

a strength increasing device for increasing a strength of the digital watermark forcefully during a predetermined time period at a beginning of the digital watermark corresponding to the contents; and

an embedding device for embedding the digital watermark in the contents.

20           7. The digital watermark embedding apparatus according to claim 6, wherein

the strength increasing device sets the strength of the digital watermark during said predetermined time period to a constant value.

25           8. The digital watermark embedding apparatus according to claim 6, wherein

the strength increasing device increases the strength of the digital

watermark during said predetermined time period up to a predetermined magnification with respect to the strength in the other time period.

9. The digital watermark embedding apparatus according to  
5 claim 6, wherein

the strength increasing device sets the strength of the digital watermark during said predetermined time period to a predetermined value obtained by adding a constant value to the strength in the other time period.

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10. The digital watermark embedding apparatus according to claim 6, wherein

the embedding device embeds the digital watermark in the contents such that a beginning of the digital watermark is prior to a  
15 beginning of the contents.

11. A recording medium having an embedded a digital watermark, which is a signal generated according to specific rules, that is embedded in contents comprising digital data, wherein

20 a strength of the digital watermark is forcefully increased during a predetermined time period at a beginning of the digital watermark corresponding to the contents.

12. The recording medium according to claim 11, wherein

25 the strength of the digital watermark during said predetermined time period is set to a constant value.

13. The recording medium according to claim 11, wherein  
the strength of the digital watermark during said predetermined  
time period is increased up to a predetermined magnification with respect  
to the strength in the other time period.

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14. The recording medium according to claim 11, wherein  
the strength of the digital watermark during said predetermined  
time period is set to a predetermined value obtained by adding a constant  
value to the strength in the other time period.

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15. The recording medium according to claim 11, wherein  
the digital watermark and contents are recorded such that a  
beginning of the digital watermark is reproduced prior to a beginning of  
the contents.

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